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ABSTRACT

Public education suffers from a lack of public confidence. Strategies that public school decision-makers can use to turn around public opinion is the focus of this book. Decision-makers should use some of the marketing techniques learned from the private sector to "sell" the schools to the client system (the citizens being asked to support schools) and to use these same techniques to help identify the mission, scope, and product of the public schools. Educational marketing provides a method by which school board members, school superintendents, school principals, lawmakers, and educational agencies might market their product to consumers. Education is a product, as well as a service, that can be measured, evaluated, and marketed. In order to define this product educators must place themselves in the minds of the "buyer" and consider the services that the public wants from schools. Ways are provided to promote education, how to develop client awareness, and how to develop a marketing plan. The latter includes tips on strategic marketing planning, ways to forecast educational market demand, and suggestions on analyzing product volume. (RJM)

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